

**THE  
MERCURY  
PROJECT**

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# **KICKVALUE TRACKS & FACTS**

*MONITOR THE KICKSTARTER WATCH PROJECTS*

**H1 2019**

## **ABOUT KICKVALUE:**

Since 2009, Kickstarter is the most popular and respected crowdfunding platform on the internet for the watch industry.

Crowdfunding is the practice of funding a project or venture by raising monetary contributions from many people. Today, its practice is welcomed by new watch creators, designers or even by established watch companies.

During its life on Kickstarter, a project has a status of 'failed, successful, live, suspended or cancelled'. In 2018, about 51 % of watch projects failed to meet their minimum goal.

KickValue is a unique benchmarking service for comparing a start-up watch project with what similar projects achieved.

KickValue bespoke service provides accurate data-driven information. Measurement reveals which parts of a project are working and how. Key takeout and actionable next steps are also suggested. All of this is very meaningful and impactful for starting projects.

In short, KickValue addresses critical issues, such as:

- what is the probability of success of my watch project on Kickstarter?
- what amount of pledge should I target?
- which countries should I target ?
- what will be my official retail price?
- what is the added value of a Swiss movement to my project ?
- what is the added value of a sapphire glass to my project?
- how many references should I introduce?
- which USP should I display in my content?
- on which media should I communicate?
- how many days should my campaign stay live on Kickstarter?

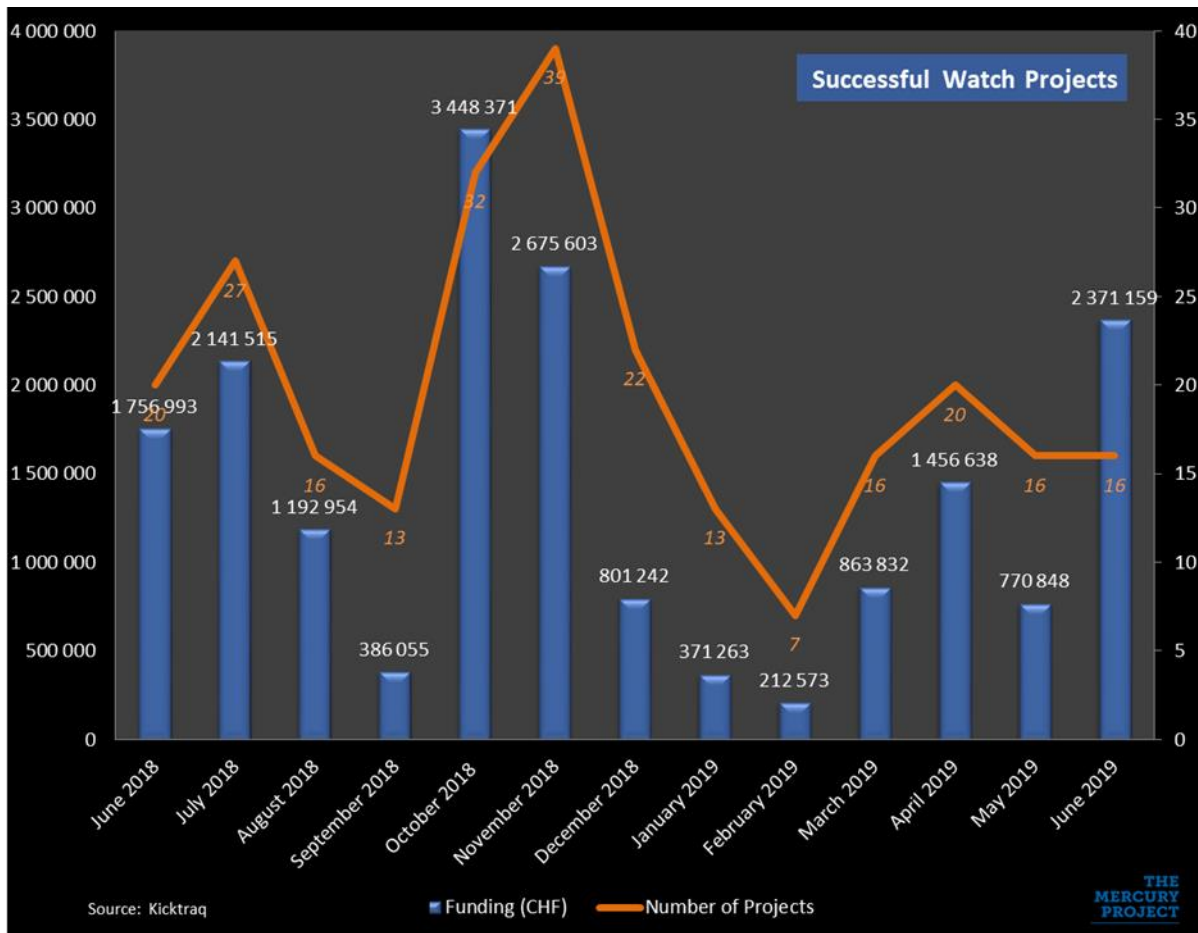
Kickvalue service is based on a dataset of more than 1200 watch projects covering benchmarking processes on a complete range of product features (17 criteria) and marketing & communications aspects (16 criteria). *To know more, visit [www.mercuryproject.ch/kickvalue](http://www.mercuryproject.ch/kickvalue)*

## **ABOUT KICKVALUE Tracks & Facts:**

Kickvalue tracks and facts is a free service offered to the watch community.

Every month, Kickvalue Tracks & Facts measures the valuation and the health of watch projects on Kickstarter. Information includes numbers of watch projects, funding, pledge, percentage of success and other various criteria.

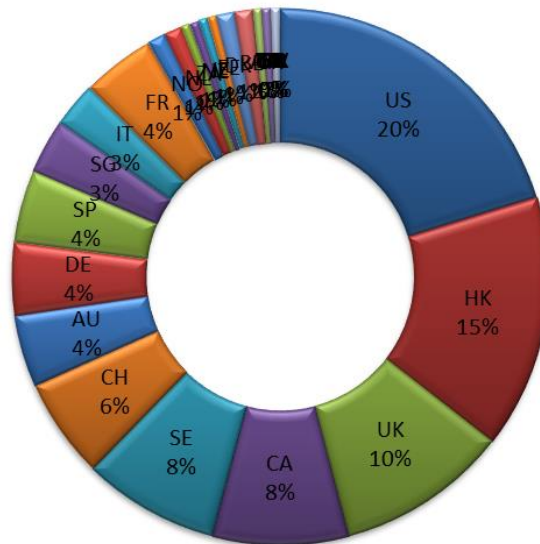
Origins of the projects and Top funded projects are also displayed.



	Total Project		Successful Projects*		% evol.	
	MTD	YTD	MTD	YTD	MTD	YTD
June 2019						
Number of Projects	25 100%	183 100%	16 64%	88 48%	-20%	-7%
Funding (M CHF)	2 388 100%	6 706 100%	2 371 99%	6 046 90%	35%	-26%
Backers	7 925 100%	20 819 100%	7 842 99%	18 793 90%	64%	-16%
Funding/Project (CHF)	95 522	36 645	148 197	68 708	69%	-20%
Funding/Backer (CHF)	301	322	302	322	-18%	-12%
Goal (M CHF)	808	6 252	614	1 954	31%	-15%
% achievement			386%	309%		

\* Total projects, excluding cancelled or failed projects  
source: [www.mercuryproject.ch/kickvalue](http://www.mercuryproject.ch/kickvalue)

### Total Projects' origin - YTD



TOP 2019 SUCCESSFUL PROJECTS	Funding (CHF)	Goal (CHF)	% Achieved	Backers	Pledge	Origin	Month closure
1 YEMA Superman Heritage Bronze   Iconic Dive Watch Reissue	1 046 104	222 820	469%	1 222	856.06	FR	June 2019
2 Kraken H2   Premium titanium watch without the retail markup	553 736	26 521	2087%	1 314	421.41	UK	April 2019
3 Iconic Danish watch design for a better world, by Nordgreen	420 566	14 725	2856%	2 890	145.52	DK	June 2019
4 The Mechanical Watch, Reinvented - Weird Ape	366 489	12 418	2951%	2 632	139.24	UK	June 2019
5 Xeric   World's First Inverted Automatic Under \$1500	250 922	10 100	2484%	511	491.04	US	May 2019
6 The Perfect Automatic Square-shaped Watch by Depancel	212 530	72 417	293%	440	483.02	FR	June 2019
7 Xeric Cypher and Decypher Automatic Watch	206 618	9 952	2076%	589	350.79	US	March 2019
8 LIMITED EDITION AUTOMATIC DIVE WATCH TORSK-DIVER	199 193	74 640	266%	448	444.63	US	March 2019
9 IANOS AVYSSOS - AN ANCIENT GREEK SOUL IN A MODERN SWISS BODY	192 188	81 562	235%	234	821.32	GR	April 2019
10 Ventus: Northstar 300m Heritage Diver Automatic	178 638	22 480	794%	685	260.79	SG	April 2019

## ABOUT THE MERCURY PROJECT:

Mercury Project is a data-driven consulting company focusing on the watch & jewellery retail industry. It provides sales intelligence information to industry stakeholders (companies, retailers and federations) through a reliable monitoring of the key aspects and trends of the markets.

Its activities are based on documented and trusted databases focusing on the watch & jewellery retail information (sell-out data, retailer database and new brand launch)

Mercury Project has an integrated service model that allows start-ups or big brands to maximise their resources while having access to specialized industry knowledge and skills.

As Mercury Project's founder, Thierry Huron brings years of experience and success in the luxury and market research industry.

While managing the international marketing strategy at TAG Heuer, he identified the need for a trusted global source of sell-out data in the watch industry and initiated numerous programs in this field.

He recently published:

- The Sell-Out Index – June 2019 (monitoring report on the watch & jewellery retail industry)
- The 2017 Watch Retail market in Switzerland (supported by the VSGU/ASHB Swiss watch retail federation)
- Watch Retail and Digitalization (supported by the VSGU/ASHB Swiss watch retail federation)

These reports have been released in newspapers and magazines.

Follow his daily #watchretail posts on LinkedIn.

They fill a gap in the watch & jewellery industry, by contributing to the knowledge of its retailing activity.